January 21, 1981
TWO DOLLARS

Serving the Farm and Industrial Equipment Industry Since 1886

Implement&Tractor

2/20/81 C4725-1 U

HERE COMES ITALIAN FARM EQUIPMENT

Special section starts on page I-1

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January 21, 1981 • Vol. 96 • No. 2

Implement & Tractor

The Business Magazine of the Farm and Industrial Equipment Industry

in this issue...

Here Comes Italian Farm Equipment

I-4: **Introduction.** An exclusive I&T report about Italy's farm equipment industry and efforts to expand its significance in the world.

I-8: **Pioneering with SAME.** How two dealers with imagination and willingness to try something new added the SAME tractor line and applied its features to customer needs.

I-12: **EIMA.** This annual exhibition in Bologna showcases the products of Italian and other farm equipment manufacturers in a unique manner.

I-22: **From Shortliner to Major.** Hesston delivers its first Fiat tractor and enters the competitive North American tractor market.

I-30: **Distributors** that handle Italian agricultural equipment in America.

I-32: **Italian Manufacturers** that will display equipment at upcoming shows in Oregon and California.

8: **Monitoring Can Aid in Selection.** Use of a tractor monitor to measure performance of present equipment helps in selecting and matching tractors and implements for future purchase and applications.

12: **Massey-Ferguson** sought dealer input when developing its management training program.

22: **Promotion.** Farm equipment manufacturers and dealers actively promote the story of agriculture and focus attention on the national Agriculture Day observance—March 19.

DEPARTMENTS

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AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

YODER & FREY, INC.
Archbold, Ohio
(December 9, 1980)

ALLIS-CHALMERS TRACTORS

210 diesel, 1971 (Fair)	8100*
XT190 diesel, 1969 (Fair)	5300*
XT190 diesel, 1968 (Fair)	2900*
190, 1968 (Rough)	2800
7050 diesel, (Good)	10,000
7030 diesel, 1976 (Fair)	9000*
D21 diesel, 1965 (Fair)	4700*
D19, 1963 (Fair)	2400
D17, 1964 (Rough)	1700
D14, 1963 (Fair)	1500
WD45, 1956 (Good)	900
WD, plow, 1952 (Fair)	675
WD, (Fair)	575*

DAVID BROWN TRACTORS

1200 diesel, 1967 (Rough)	2900*
1200 diesel, 1964 (Fair)	3200
990, 1960 (Fair)	1700*
990, 1960 (Rough)	925

CASE TRACTORS

995 diesel, (New)	8750*
930, 1963 (Fair)	3200
900 diesel, 1959 (Good)	1875
830 diesel, 1964 (Good)	3150
800, 1959 (Fair)	850*
730, 1963 (Rough)	1000
430, 1964 (Fair)	1400*
400, 1955 (Rough)	600*

JOHN DEERE TRACTORS

4630 diesel, 1978 (Fair)	11,950
4520 diesel, 1969 (Fair)	7750*
4430 diesel, 1975 (Good)	11,900*
4320 diesel, 1971 (Fair)	8850
4230 diesel, (Excellent)	12,600
4230 diesel, 1976 (Good)	11,900
5020 diesel, 1969 (Fair)	7200*
4030 diesel, 1973 (Good)	8900*
4020 diesel, 1970 (Good)	8800*
4020 diesel, 1970 (Good)	8500*
4020 diesel, 1970 (Fair)	6950
4020 diesel, 1967 (Fair)	5400*
4020, 1964 (Fair)	3250
4010 diesel, 1962 (Good)	5625*
3020 diesel, 1967 (Fair)	6300*
3020 diesel, 1966 (Good)	6200
3020, cab, 1967 (Fair)	3800*
3020, 1966 (Good)	4300
3020, 1966 (Good)	3500*
3010, ldr., 1964 (Fair)	3350
3010, 1963 (Fair)	3700*
3010, 1962 (Rough)	3000*
2240, ldr., 1978 (Fair)	8800*
2120 ldr., 1973 (Good)	5450
2010, ldr., 1963 (Fair)	3100
1020, 1967 (Fair)	3000*
1010, ldr., 1963 (Rough)	2175
830 diesel, 1958 (Fair)	2200*
730, 1960 (Good)	2500
730 diesel, 1957 (Fair)	2050
730 diesel, 1957 (Fair)	1800
720, 1956 (Fair)	1700*
620, 1956 (Fair)	1850
520, 1956 (Fair)	1400*
70, 1955 (Rough)	600
70, 1954 (Fair)	875
70 diesel, 1953 (Fair)	900*
70, 1952 (Fair)	850*
60, 1953 (Good)	925
60, 1953 (Fair)	750
60, 1952 (Fair)	650*
50, 1954 (Good)	925
40, 1954 (Good)	1225
40, 1956 (Good)	1000
A, 1951 (Rough)	450
A, 1951 (Good)	700
B, 1950 (Fair)	550
B, 1945 (Fair)	350

FERGUSON TRACTORS

30, ldr., 1947 (Fair)	1600*
30, 1946 (Fair)	850*

FORD TRACTORS

8000 diesel, 1970 (Good)	6150
6000, 1965 (Fair)	1800*
5000, 1972 (Fair)	3700
5000 diesel, 1970 (Fair)	3000
5000 diesel, 1970 (Good)	3000
4000, 1972 (Good)	4900
4000, 1972 (Fair)	4525
4000, 1971 (Fair)	3775
4000 diesel, 1971 (Rough)	2800*
4000, 1970, (Fair)	2375*
3600 diesel, 1979 (Excellent)	6600
3400, ldr., 1970 (Good)	3500*
3000, 1973 (Good)	4000
3000, 1971 (Fair)	3150
541, 1954 (Fair)	1350*
Sup. Dexta, 1960 (Good)	1200
Jub., 1953 (Rough)	1100
8N, 1950 (Fair)	1300*
8N, 1952 (Fair)	1200
8N, ldr., 1951 (Fair)	1150*
8N, 1951 (Fair)	1025*
8N, 1951 (Rough)	1000
8N, 1950 (Rough)	1000*
8N, 1950 (Fair)	925*
8N, 1949 (Fair)	800
9N, 1945 (Good)	975
9N, 1944 (Fair)	860

(More...)

WASTE OIL HEATERS

THOSE WHO COMPARE,

BUY LENAIR

You want a waste oil heater that's safe, economical, and dependable. Before you buy, consider these features.

LENAIR FEATURES	YES	NO
Safety tested & listed	✓	
Double wall construction	✓	
Cadmium cell safety feature	✓	
Heat exchanger	✓	
Dual forced air blowers	✓	
Solid state circuitry	✓	
Custom-designed piston pump	✓	
Affordable price	✓	
High limit control	✓	

Aren't these the features you expect and demand from a premium waste oil heater?

If your answer is yes,

PURCHASE QUALITY AND EXPERIENCE FROM A COMPANY THAT CAN DELIVER NOW

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P.O. BOX 1017 - RR
Janesville, WI 53545
(608) 752-1601
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Circle (18) on Reply Card

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GPI pumps feature:
- **aluminum housing**
- **low-profile design**
- **12, 24, and 110v models**
- **12 gallons per minute**
- **30 minutes continuous-duty cycle**
- **locking on/off switch**

Herbicide models also available.

...and meters

Keep track of fuel consumption. U.L. approved lightweight combination fuel filter and meter operates in 4-to20-gallon-per-minute range. Registers up to 1000 gallons per delivery, totals up to 100,000 gallons. *Fits most pump makes and can be used on gravity tanks.*

GPI filter/meter features:
- **aluminum body**
- **replaceable filter**
- **4 GPM — 20 GPM range**
- **50 psi maximum**

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1711 Longfellow Lane
Wichita, KS 67207
316-686-7361 Telex 417 357
GREAT PLAINS INDUSTRIES, INC.

Circle (19) on Reply Card

Auctions *(continued)*

INTERNATIONAL HARVESTER TRACTORS
1486 diesel, 1978 (Good).....19,400*
1466 diesel, 1972 (Good).....12,000
1466 diesel, 1972 (Good).....11,200
1466 diesel, 1972 (Fair).....9300*
1466 diesel, 1971 (Fair).....8750
1456 diesel, 1967 (Good).....11,250*
1066 diesel, 1978 (Excellent) .17,800
1066 diesel, 1972 (Good) 9700*
1066 diesel, 1972 (Good) 8750*
836 diesel, duals, 1970 (Fair)...7300*
826 diesel, 1974 (Good) 7400*
806 diesel, 1965 (Fair).....5800*
806 diesel, 1965 (Fair).....5350
806, 1965 (Fair).....3175
806 diesel, 1964 (Fair).....6200
806 diesel, 1964 (Fair).....6100*
806 diesel, 1964 (Fair).....4950
806 diesel, 1964 (Fair).....4550
706, 1965 (Fair).....2950
656, hydro., 1967 (Fair).....3050
606, 1963 (Rough) 1150
560, 1960 (Fair).....1600
560 LP, (Rough).....825
504, 1968 (Good) 2750
504, 1967 (Fair).....1325
400 diesel, 1956 (Good) 1175
350, ldr., 1957 (Fair) 900
330, ldr., 1960 (Fair) 1000*
300, 1956 (Fair).....1075
240, 1964 (Fair).....950*
Sup. MTA, 1952 (Fair).....1425
Sup. M, 1952 (Good).....1000*
Sup. M, 1952 (Fair) 875
Sup. M, 1952 (Good).....1425
M diesel, 1951 (Fair) 860
M, 1951 (Fair).....900
M, 1949 (Fair).....700
M, 1948 (Fair).....575
H, 1950 (Good).....770
H, 1949 (Rough).....525
H, ldr., 1947 (Fair).....750
H, 1947 (Fair).....700
B250, 1957 (Fair) 725
Sup. C, 1951 (Fair) 725
C, 1950 (Rough).....630
A, 1948 (Fair) 825*
Cub, 1948 (Fair) 975

MASSEY-FERGUSON TRACTORS
2675 diesel, 1979 (Good).....17,700
1900 diesel, 1974 (Fair).....9600*
1130 diesel, 1969 (Good) 6400
285 diesel, 1978 (Good) 9150*
265 diesel, 1979 (Good) 7925*
265 diesel, 1979 (Good) 6025
230, (New).....5900*
180, 1970 (Fair).....3650
180 diesel, 1970 (Fair).....3200*
165 diesel, ldr., 1966 (Fair) 4400*
165 diesel, 1965 (Fair).....3100
165, 1965 (Excellent).....2450
165, 1964 (Rough) 1875
135, 1972 (Excellent).....9800*
135, 1968 (Fair).....3300*
135, 1966 (Fair).....2200
65, ldr., 1962 (Good).....2400*
65 diesel, 1958 (Fair).....2575
35, ldr., 1963 (Fair) 3125*
35 diesel, 1963 (Rough) 1900*
35 diesel, 1962 (Fair).....1875
35, 1953 (Good) 1700
30, 1972 (Rough) 3000*
20, 1966 (Fair).....2300*
20, 1966 (Fair).....2200

MINNEAPOLIS-MOLINE TRACTORS
G1000 diesel, Vista, 1967 (Fair).....5100*
M602LP, 1960 (Fair).....1550
Jet Star 3, 1971 (Good).....2650

OLIVER TRACTORS
1850 diesel, 1967 (Fair).....3350*
1800, 1963 (Fair).....2550*
1800, 1962 (Fair).....2600*
1750 diesel, 1967 (Fair).....4375
1750, 1966 (Fair).....4900*
1600 diesel, 1964 (Fair).....3325
1550, 1964 (Fair).....3450
880, 1958 (Fair).....950*
550, ldr., 1956 (Rough).....1425
88, 1950 (Fair).....750*
Sup. 55, 1954 (Fair).....875

WHITE TRACTORS
4-180 diesel, 1974 (Fair) 14,000*
4-150 diesel, 1973 (Good) 15,000*

JONES FARM EQUIPMENT CO. Dothan, Alabama (December 9, 1980)

CASE TRACTORS
830 diesel, 1964 (Good) 1975
730 diesel, 1962 (Fair).....1000*
630, 1961 (Fair).....850*
580, ldr., backhoe, 1966 (Good) 4000*
VAC, 1950 (Fair).....125

DEUTZ TRACTOR
1006 diesel, 1975 (Good) 5650

DAVID BROWN TRACTORS
1212 diesel, 1973 (Good) 4300*
1200 diesel, 1967 (Good) 2050
990 diesel, 1969 (Good) 2300*
990 diesel, 1968 (Excellent) 2900
990 diesel, 1965 (Good) 1700*
990 diesel, 1965 (Rough) 600

MASSEY-FERGUSON TRACTORS
1155 diesel, 1975 (Good) 6000*
1105 diesel, 1972 (Fair).....6550
1085 diesel, 1973 (Fair).....5300*
1085 diesel, 1973 (Good) 6100
285 diesel, 1975 (Good) 8050
180 diesel, 1967 (Good) 3600*
175 diesel, 1971 (Fair).....2250
175 diesel, 1969 (Good) 3550
175 diesel, 1969 (Good) 3100
175 diesel, 1967 (Good) 3300*
175 diesel, 1967 (Good) 3600
175 diesel, 1967 (Fair).....3000*
175 diesel, 1966 (Good) 3550
3165, 1966 (Rough) 1450
165 diesel, 1972 (Good) 3400
165 diesel, 1972 (Fair).....2350
165 diesel, 1971 (Good) 3300
165 diesel, 1971 (Good) 3200*
165 diesel, 1970 (Good) 3250*
165 diesel, 1970 (Good) 3000
165 diesel, 1969 (Fair).....2550
165 diesel, 1968 (Fair).....2550*
165 diesel, 1967 (Fair).....2450
165 diesel, 1967 (Good) 3100*
165 diesel, 1966 (Rough) 1625
165 diesel, 1966 (Rough) 1750
150 diesel, 1967 (Good) 2900*
150, 1965 (Fair).....2200*
135 diesel, 1973 (Good) 3300*
135, 1969 (Fair).....2400*
135 diesel, 1968 (Good) 3000*
135 diesel, 1968 (Good) 3100
135 diesel, 1967 (Fair).....2150
135 diesel, 1967 (Good) 3000*
130 diesel, 1968 (Fair).....1650
65 diesel, 1960 (Good) 1625
50 diesel, ldr., backhoe, 1973 (Excellent).....5750
50 diesel, ldr., backhoe, 1973 (Excellent).....5700
50 diesel, ldr., backhoe, 1977 (Excellent).....6000*
50, 1958 (Good) 1600
35 diesel, 1962 (Good) 1800*
35 diesel, 1961 (Good) 2100*
20 diesel, 1977 (Excellent) 5000*

FORD-FERGUSON TRACTORS
9N, 1944 (Good).....900
9N, 1944 (Fair) 750
9N, 1944 (Rough).....625

FORD TRACTORS
8600 diesel, 1974 (Good) 7500
7000 diesel, 1972 (Good) 5100
5000 diesel, 1970 (Good) 3850
5000 diesel, 1970 (Rough) 1900
5000 diesel, 1967 (Good) 3700*
4500 diesel, ldr., backhoe, 1971 (Good) 4500
4000 diesel, 1975 (Fair).....2700
4000 diesel, 1973 (Rough) 1550*
4000 diesel, 1972 (Fair).....2450*
4000 diesel, 1968 (Good) 3650*
4000, 1964 (Good) 1550
4000 diesel, 1963 (Good) 1950
4000 diesel, Select-O-Speed, 1963 (Fair).....1200
4000 diesel, 1963 (Fair).....1250
3600 diesel, 1979 (Excellent) ...7700*
3600 diesel, 1979 (Excellent) ...7600*
3000 diesel, 1973 (Good) 3200
3000 diesel, 1971 (Excellent) ...4225
3000 diesel, 1970 (Good) 3050
3000 diesel, Select-O-Speed, 1967 (Rough) 1700
3000 diesel, 1967 (Fair).....2600*
3000 diesel, 1967 (Good) 2800
2600 diesel, 1979 (Excellent) ...6800*
2600 diesel, 1979 (Excellent) ...6700*
2000 diesel, 1973 (Good) 3000
2000 diesel, 1973 (Good) 2700
2000 diesel, 1972 (Excellent) ...3350
2000 diesel, 1964 (Fair).....1350
2000, 1963 (Good) 1700*
1600 diesel, 1979 (Excellent) ...3100*
860, 1956 (Fair).....1350*
841, 1959 (Fair).....1050*
841, ldr., 1958 (Fair) 1250
841, 1958 (Good) 1600
841, 1958 (Good) 1575
641, 1958 (Good) 1600
640, 1957 (Good) 1550*
640, fork-lift, 1956 (Fair).....1600
640, 1956 (Good) 1400
Sup. Dexta, 1962 (Good) 1350
NAA, 1954 (Fair) 1225*
NAA, 1954 (Fair) 1350
Jub., 1953 (Fair).....1250
8N, 6-cyl, 1952 (Good) 1525
8N, 6-cyl., 1952 (Good).....1400*
8N, 1950 (Good).....900
8N, 1950 (Good).....1075
8N, 1949 (Good).....1100
8N, 1949 (Fair) 750*
8N, 1949 (Good).....950*
8N, 1949 (Good).....900

INTERNATIONAL HARVESTER TRACTORS
1586 diesel, duals, 1978 (Excellent) 27,500*
1566 diesel, cab, duals, 1975 (Good) 8500
1256 diesel, 1968 (Good) 6450
1066 diesel, 1971 (Excellent) ...7600*
656 diesel, 1968 (Fair).....2950*
574 diesel, 1972 (Good) 3300*
2504 diesel, ditcher/trencher, 1966 (Fair).....1450
2504, 1966 (Rough) 525
504 diesel, 1964 (Rough) 350*
504 diesel, 1962 (Good) 2050
460, 1959 (Fair).....800*
454, 1971 (Fair).....1900
424 diesel, 1965 (Good) 2350
B414 diesel, 1962 (Fair) 850
400 diesel, 1956 (Rough) 425

WORKSAVER

Power Seeder -- 3 or 5 bushel capacities allow seeding 20 acres or more per hour.

Cement Mixer -- Our 1½ sack, 8 cu. ft. mixer goes anywhere a tractor can.

Reversible Scoop -- Works like a pull scraper in forward position, like a shovel in reverse.

3-Point Conversion Kit --Our conversion kit pays for itself with extra chore mileage from farm tractors.

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The 3-point tractor accessories that live up to their name!

Worksaver, Inc. P.O. Box 1000, Litchfield, Illinois 62056 Telephone: 217-324-5973

Circle (20) on Reply Card

354 diesel, 1974 (Fair).....2275
350 diesel, 1957 (Fair).....475
300, 1955 (Fair).....475
240, 1959 (Rough).....400
240, cotton picker, 1958 (Rough).....775
M, LP, corn picker, 1942 (Fair)..350
Sup. C, cult, plt, 1953 (Good).....825
C, 1950 (Good).....525
C, 1948 (Fair).....350
C, cult., 1948 (Good).....550
100, cult, plt, plow, har. 1955 (Good).....1775
154 Cub Loboy, mo., 1970 (Fair).....1050
Cub, mo., 1948 (Good).....700*
Cub, cult., 1948 (Good).....825

JOHN DEERE TRACTORS

5010 diesel, duals, 1964 (Good).....3600
4430 diesel, cab, 1976 (Excellent).....16,000*
4430 diesel, 1974 (Good).....13,250*
4020 diesel, 1968 (Good).....6350
4020 diesel, 1968 (Good).....6300
4020 diesel, 1968 (Good).....6100
4020 diesel, 1966 (Good).....5750
4020 diesel, 1965 (Good).....6200*
4010 diesel, 1963 (Good).....3575*
3020 diesel, 1965 (Good).....4600
3020 diesel, 1965 (Good).....4800*
2840 diesel, 1978 (Excellent) .10,300
2510 diesel, 1966 (Good).....4350
2030 diesel, 1973 (Excellent)...5100*
2020 diesel, 1967 (Good).....4100*
2020 diesel, 1967 (Good).....3800*
2020 diesel, 1967 (Excellent)...4500
2020 diesel, 1967 (Good).....4150
2020 diesel, 1967 (Good).....4000*
2020 diesel, 1967 (Good).....3900
2010 diesel, 1965 (Good).....1600*
2010 diesel, 1964 (Excellent)...2000
2010, ldr., 1961 (Fair).....975
1020, 1966 (Good).....3100
1010, 1963 (Good).....1600
1010, 1963 (Good).....1650
1010 diesel, 1961 (Fair).....1000
830 diesel, 1974 (Good).....3775
820 diesel, 1973 (Good).....3350
820, 1973 (Good).....3200
820 diesel, 1971 (Good).....3100
420, 1957 (Good).....1000
401-C, ldr., 1975 (Good).....6100
40, 1953 (Good).....700

LEYLAND TRACTORS

270 diesel, 1976 (Good).....2100
270 diesel, 1976 (Good).....2300

LONG TRACTORS

550 diesel, 1977 (Good).....3900
384 diesel, 1971 (Rough).....800*

MINNEAPOLIS-MOLINE TRACTORS

302, 1965 (Fair).....825
Jet Star 2, 1963 (Fair).....700

OLIVER TRACTORS

4-180 diesel, 1976 (Good).....8500*
1650 diesel, 1966 (Good).....2625
1600 diesel, 1963 (Fair).....800*
550 diesel, 1959 (Good).....1650*
55, 1955 (Good).....925
55 diesel, 1955 (Fair).....650

NOTES

Prices reported are for individual sales at wholesale on "as is," "cash and carry" basis.
Prices reported are NOT averages.

Condition classifications: EXCELLENT means—Engine: in perfect condition, 400 to 600 hours of use; Rubber: 80% tread remaining, no breaks or cracks; Paint: original and bright; General Appearance: excellent.

GOOD means—Engine: good running condition; Rubber: 70% tread remaining, no breaks or cracks; Paint: original paint or a good repaint job; General Appearance: good over-all.

FAIR means—Engine: possibly in need of a minor overhaul to restore; Rubber: 60% tread remaining, some cracking evident in side walls; Paint: only fair, weathered and some rust apparent; General Appearance: worn, some dents, minor parts such as gage covers missing or broken.

ROUGH means—Engine: obviously in need of a major overhaul; Rubber: smooth; Paint: scarred, weathered, rusty, needs painting urgently; General Appearance: dents, ruptures, broken parts, loose wires, some components such as lights broken, missing or inoperative.

DEMONSTRATOR means—used for demonstrating only and in practically new condition.

stay up-to-date on used equipment values with I&T SINCE 1906

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Mighty Mac hitches up with the big boys

Model TPH-1050

Model TPH-12

MIGHTY MAC
MIGHTY CONVINCING

Mighty Mac has the portable sprayer and shredder-chipper that attaches easily to Category 1, three-point tractor hitches. 50 gallon sprayer blitzes trees up to 35 feet tall. Sturdy, non-corroding polyethylene tank. Hypro twin piston pump has flow bypass agitation. Shredder-chipper chrome steel blade chips 3" logs at 3 or more feet per minute. Hammermill has 24 free-swinging hammers to pulverize yard debris such as corn stalks, sod, leaves or bones. PTO powers both units. Mighty Mac makes Category 1, three-point hitch tractors more practical, more profitable.

AM
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Incorporated
Box 111, Parker Ford, PA 19457 Phone 215/495-7181

Circle (21) on Reply Card